

Focus Mid-Atlantic





A Newsletter for Clients of the GSA Public Buildings Service

Spring 2010

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Martha N. Johnson was confirmed as the new Administrator of the U.S. General Services Administration (GSA) in February 2010.

"As Administrator, I will leverage the agency's strong leadership to build a team that welcomes talent, exhibits performance excellence, collaborates, and innovates; a team that through knowledge, expertise, and transparency, will reform procurement and help move the President's agenda for improvements in the professional acquisition workforce," said Johnson.

GSA has risen to the President's challenges to improve government efficiency,

openness, and to stimulate the economy. We have begun work through the Recovery Act toward a more sustainable federal infrastructure by modernizing federal buildings into higher performing, greener buildings, to create jobs and save taxpayer dollars. By building a replacement federal fleet that is 40 percent more fuel efficient, GSA will save taxpayers more than \$40 million over the next seven vears and will reduce the government's greenhouse gas emissions by 334 million pounds. GSA has provided agencies with cutting-edge collaboration tools to open government to citizens. We will continue to support the federal agenda with innovative IT solutions, quality acquisition services, superior workplaces, and effective governmentwide policies.

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GSA Administrator Martha N. Johnson



Rob Hewell

In this edition of *Focus*, you'll read about newly appointed U.S. General Services Administration (GSA) Administrator Martha Johnson and her priority to "leverage the agency's strong leadership to build a team that welcomes talent, exhibits performance excellence, collaborates, and innovates."

Throughout the federal community, agencies are seeking innovative ways to build and maintain talent in our federal workforce. Innovative workplace designs and technology are enabling federal agencies to rethink the way they deliver training. In this edition, you'll read how agencies such as the Social Security Administration and Environmental Protection Agency are embracing video conferencing and webinars to improve information sharing and reduce travel costs. Technological advances have made it easier to work anytime, anywhere, and any place. We discuss how teleworking has provided a practical solution for expanding the federal talent pool while balancing individual work-life challenges.

At GSA, our talented team of professionals is focused on exhibiting performance excellence, and we share some of our performance goals with you in this issue. As the nation's largest energy consumer, the federal government is focused on reducing building operations costs, lowering emissions that contribute to air pollution and global warming, and conserving natural resources. Through careful management and innovative solutions, the Public Buildings Service (PBS) has successfully reduced energy consumption by 14.3% in the Mid-Atlantic Region since 2003. In this edition, we highlight our plans for achieving further reductions.

In PBS Mid-Atlantic Region, we are exhibiting performance excellence in our leasing as well, averaging rental rates 11.01% below market value since FY2007. Making sure our leasing professionals are trained experts in their field helps ensure that our federal clients receive the best value. Our PBS Mid-Atlantic Real Estate Acquisition Training Program was recently recognized as a runner-up for the 2010 W. Edwards Deming Training Award in recognition of an impressive workforce development and training initiative that has measurably improved our organization's performance.

The ultimate goal of our innovation and collaboration is to exercise responsible asset management while delivering superior workplaces for our federal clients. Throughout the spring and summer, we will be surveying tenants in select buildings to elicit feedback regarding your work environment. If you are surveyed as part of this year's PBS Tenant Satisfaction Survey, I hope you will take a moment to respond and let us know how we are doing. •

Rob Hewell Regional Commissioner

Public Buildings Service GSA Mid-Atlantic Region continued from cover

GSA Administrator Martha N. Johnson

"My priority as Administrator will be to put GSA's expertise to work developing and executing policies and products that will create a greener, more efficient, more cost-effective, more open, and more responsible government," Johnson added. "By building on GSA's success thus far, we will provide a streamlined platform for our customer agencies to implement innovative technologies and solutions to decrease government operating costs and increase efficiencies in government service delivery."

Johnson brings to GSA a combination of experience and record of leadership in both the public and private sectors. Most recently, Johnson served as co-lead for the Obama Presidential Transition Agency Review Team for GSA. Since 2007, Johnson has served as Vice President of Culture at Computer Sciences Corporation, helping to direct a change in corporate culture within the 90,000-person organization. Previously, she was Vice President at SRA International, managing a strategic consulting group that served federal clients.

"[GSA] will provide a streamlined platform for our customer agencies to implement innovative... solutions to...increase efficiencies in government service delivery."

— Martha N. Johnson GSA Administrator

She served as GSA Chief of Staff from 1996 to 2001, under then-GSA Administrator David Barram. From 1993 to 1996, she was Assistant Deputy Secretary at the Department of Commerce. Under the Clinton Administration, Johnson also served in the Office of Presidential Personnel.

Johnson received her Bachelor of Arts degree from Oberlin College and Master of Business Administration from Yale University.

Mid-Atlantic Region ARRA Projects Support Federal GSA Energy and Environmental Goals

The U.S. General Services Administration (GSA) Public Buildings Service (PBS) Mid-Atlantic Region strives to operate efficiently and effectively to meet energy conservation goals which provide the best value for both customer agencies and taxpayers. As the nation's largest energy consumer, the federal government establishes policies for improving energy management in an effort to reduce building operations costs, lower emissions that contribute to air pollution and global warming, and conserve resources.

The Energy Independence and Security Act of 2007 (EISA) requires federal agencies to reduce total energy consumption by 15% by the end of fiscal year 2010 and 30% by 2015 using 2003 energy consumption as a baseline. This Act was established as an effort to conserve natural gas, electricity, gasoline, and diesel fuel. Through careful management and innovative solutions, the PBS Mid-Atlantic Region reduced energy consumption by 14.3% as of December 2009.

In conjunction with the EISA reduction goals, GSA successfully met its goal of awarding \$4 billion in American Recovery and Reinvestment Act (ARRA) funds by the end of March 2010. PBS continues to improve its federal inventory to optimize efficiency in heating, ventilating, and cooling (HVAC) building systems; utilize more energy efficient lighting; and lower space temperatures at night. By the end of March 2010, GSA had awarded construction contracts for numerous ARRA projects throughout the Mid-Atlantic Region which will assist with meeting EISA reduction goals, and more similar construction awards will soon follow. ARRA work awarded in the GSA Mid-Atlantic Region as of the end of March included:

- * Replacing the existing roof on the Veterans Affairs Regional Office and Insurance Center at 5000 Wissahickon Avenue in Philadelphia, PA, with a new, highly insulated roof and solar panel installation to generate electricity. The project will increase the thermal efficiency of the building envelope and will provide a source of clean renewable energy.
- Installing a solar panel system on the roof of the Spottswood W. Robinson III and Robert R. Merhige, Jr. U.S. Courthouse in Richmond, VA, to generate electricity. The solar panels are expected to reduce the facility's energy consumption and reduce carbon dioxide emissions.
- Renovating the main lobby entrance at the J. Caleb Boggs U.S. Courthouse and Federal Building in Wilmington, DE. The project will implement a new energy efficient entrance vestibule, and energy efficient lighting fixtures inside and under the breezeway. The exterior glazing will also be energy efficient.
- Replacing the roof at the U.S. Custom House in Philadelphia, PA, along with repair/replacement of windows, masonry restoration, replacement of the tower lighting with energyefficient fixtures, and installation of new high-efficiency boilers.
- Installing new high-efficiency chillers, boilers, and lighting systems; roof restoration; and installing solar panels to generate electricity at the Centers for Medicare & Medicaid Services Headquarters Complex in Woodlawn, MD. The project will reduce energy consumption and provide the facility with clean, renewable energy.
- Renovating public restrooms, installing solar panels on rooftops to generate electricity, and upgrading lighting with energy-efficient fixtures at the James A. Byrne U.S. Courthouse in Philadelphia, PA.

GSA continues to work with our tenants as a strategic partner in accomplishing federal energy conservation goals. Please visit www.gsa.gov/enviroprograms to learn more about GSA's energy savings and other environmental programs. •



Contractors from Ray Angelini, Incorporated of Sewell, NJ, install solar panels on the roof of the Veterans Affairs Regional Office and Insurance Center at 5000 Wissahickon Avenue in Philadelphia, PA.

IRS Enjoying New Workspace in Horsham, PA

It is always the U.S. General Services Administration's (GSA) goal to provide our clients with workspace that allows them to efficiently execute their missions. The Internal Revenue Service's (IRS) office in Jenkintown, PA, had reached the end of its lease term and was no longer providing them with the optimal efficiencies they need to serve their clients. In addition, the existing IRS lease divided employees on different floors of the building, diminishing the agency's effectiveness. GSA and IRS began working together to find a new housing solution that would best meet their needs.

As part of the lease procurement process, GSA conducted a market survey of the surrounding area. The GSA realty specialist used knowledge of this challenging real estate market to locate a property that would best serve the IRS in nearby Horsham, PA.

At this lease location, IRS is now housed on one floor, supporting their agency's mission requirements.

IRS's move took place at the end of December, and the lease went into effect on January 1, 2010. "Working with GSA on this relocation project was truly a great experience," said Leon Revis, Senior Project Manager in Real Estate Management at IRS. "The realty specialist's knowledge of the business was a great help and the tenant improvement costs for the relocation came in below what the IRS had planned. Thanks for all your hard work on this project!"

"Working with GSA
on this relocation
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– Leon Revis Senior Project Manager IRS Real Estate Management



GSA: Your Source for A More Energy Efficient Government

The U.S. General Services Administration (GSA) Federal Acquisition Service has recently announced the establishment of 19 Blanket Purchase Agreements (BPAs) for Comprehensive Professional Energy Services (CPES), awarded December 30, 2009. If your agency has requirements for energy services, read on!

A BPA is a simplified acquisition method that government agencies use to fill anticipated repetitive needs for supplies or services. Essentially, BPAs are like charge accounts set up with trusted suppliers. Both agencies and contractors like BPAs because they help trim the time and cost of repetitive purchasing. Once set up, repeat purchases are easy for both sides. These BPAs make it easier for federal agencies to acquire innovative solutions from energy experts, assisting them in meeting federal sustainability requirements.

The 19 BPAs were established regionally and offer an array of energy services such as:

- comprehensive energy analysis and modernization
- building commissioning services
- metering and advanced metering
- energy and water audits and analysis
- turn-key renewable energy solutions
- energy choice analysis
- ♠ feasibility studies
- billing consolidation and management
- consulting, training, and help in determining energy-efficient certifications such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®)

Through use of these BPAs, federal agencies can reduce total energy and water consumption, reduce greenhouse gas emissions, and provide employment opportunities consistent with the goals of the American Recovery and Reinvestment Act of 2009.

For more information, please visit www.gsa.gov/energyservicesbpa or contact Sue Davaro at suzanne.davaro@gsa.gov or (215) 446 5042.



Innovative Training Delivery Saves Time and Travel

Training is a necessary component of employee development and aids in the progression of federal

careers. The U.S. General Services Administration (GSA) provides federal agencies with the workspace and technology to conduct necessary training essential for employee development. Federal agencies are rethinking the way training is delivered to government employees not only to improve the quality of information sharing, but to reduce the costs associated with travel to off-site training. Many government agencies, like the Environmental Protection Agency (EPA) and Social Security Administration (SSA), are embracing video conferencing and webinars as an outlet of training delivery.

The EPA has explored the use of webinars as a great way to provide education without the environmental impacts of

"We see webinars
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— Melissa Winters
Office of Air, Waste, and Toxics
U.S. Environmental Protection
Agency

traveling. A webinar is a specific type of web conferencing used to conduct live training and presentations via the internet. Recently, the EPA conducted a webinar for all government employees with the Resource Conservation Challenge Academy. This training, titled Recycling and Solid Waste Management, allowed participants to learn about key issues, successful projects, and a variety of best management practices for creating stellar waste management programs.

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Since webinars include a large audience base, instructor to student interaction is very limited. The EPA will soon be experimenting with a new format of webinar that allows virtual breakout sessions, which will create a more engaging virtual training experience. "In the near future, we will be experimenting with a new format that allows for more virtual collaboration and networking." stated Melissa Winters from the Office of Air, Waste, and Toxics, U.S. Environmental Protection Agency in Seattle, Washington. "We see webinars as a great way to provide education without the environmental impacts of traveling."

PBS includes training rooms in all SSA field office locations specifically to provide space for remote training to occur. In the past, all SSA employees were required to travel to a central location in order to receive training on new policies and procedures. Now, SSA can efficiently roll out training nationwide to all locations in order to keep claims representatives and service representatives up to date on changing agency requirements.

GSA supports client agencies by providing facilities with the right space and technology to perform web-based training and video conferencing. The Federal Acquisition Service (FAS) coordinates with the Public Buildings Service (PBS) to install the appropriate technology and equipment necessary to perform virtual training. Through innovative training delivery, federal agencies are able to redirect savings in time and travel costs to effectively execute their mission and goals. 💠

Census 2010 Underway Celebrating Census Day

The U.S. Census Bureau celebrated Census Day on April 1, 2010, which marked the official start of the decennial (every 10 years) population count. Every household in the United States is required to complete its census form upon receipt to ensure communities are accurately represented and eligible for funding needs for a brighter future. The U.S. General Services Administration (GSA) Mid-Atlantic Region acquired 45 temporary leased spaces totaling approximately 355,000 square feet to provide Census with the workspace needed to conduct this vital effort on behalf of our nation. •

United States™ Census

2010 PBS Tenant Satisfaction Survey Your Opinion Counts!

The U.S. General Services Administration (GSA) Public Buildings Service (PBS) will survey tenants in select PBS owned, leased, and delegated buildings throughout the nation this spring and summer. The Tenant Satisfaction Survey, administered by the Gallup Organization, is designed to elicit feedback regarding your work environment. We will be asking for tenants' opinions on topics such as building cleanliness, indoor air quality, security, alterations and your overall satisfaction with your space and with GSA.

Those being surveyed will receive a postage-paid mailer which provides instructions to complete the survey either using the paper form, or online. The survey takes about 10 minutes to complete.

Please visit www.gsa.gov/midatlanticsurvey to learn if your building will be surveyed this year. If your building is scheduled to be surveyed this year, we hope to hear from you. Thank you in advance for your time and feedback. •



Teleworking Benefits Communities, Employers, Employees, and Clients

Teleworking, sometimes called telecommuting or flexiplace, is an innovative business solution that enables employees to do productive work away from the traditional office. Technological advances have made it easier to work anytime, anywhere, and any place. Teleworking is a practical solution to environmental and other quality-of-life issues, as well as work-life challenges.

Teleworking is a work arrangement in which employees enjoy flexibility in work location and hours. In other words, the daily commute to a central place of work is replaced by telecommunication links. Telecommuting offers a variety of benefits to communities, employers,

For communities, telecommuting can offer fuller employment, reduce traffic congestion and accidents, relieve the strain on transportation infrastructures, reduce greenhouse gases, save fuel, reduce energy use, improve disaster preparedness, and reduce terrorism targets.

employees, and customers.

For employers, telecommuting expands the talent pool, reduces the spread of illness, reduces operating costs, increases productivity, reduces their carbon footprint and energy usage, offers an inexpensive method of complying with the Americans with Disabilities Act of 1990, reduces turnover and absenteeism, improves employee morale, and offers a

continuity of operations strategy. Full or part-time telework arrangements can save employers thousands of dollars per employee.

For employees, teleworking, or more specifically, work from home arrangements, improves work-life balance, reduces personal carbon footprint and fuel usage, frees up the equivalent of 15 to 25 workdays a year—time they'd have otherwise spent commuting, and saves an estimated \$4,000-\$21,000 per year in travel and work-related costs.

When gas prices average \$3.00 per gallon, the average full-time employee who commutes five days per week spends \$138.80 per month on gasoline. If 40% of the U.S. population that holds telework-compatible jobs worked from home half of the time:

- The nation would save 453 million barrels of oil (57% of Gulf oil imports)
- The environment would be saved the equivalent of taking 15 million cars permanently off the road
- The energy potential from the gas savings would total more than twice what the U.S. currently produces from all renewable energy sources combined

One of the great benefits of this program for federal clients is the ability for federal agencies to continue to function during inclement weather.

When the Mid-Atlantic
Region experienced severe, inclement weather this past winter, teleworking made it possible for federal employees to conduct business as usual from their homes, even while surrounding areas were in a state

Federal agencies
have been submitting
reports to the Office of
Personnel Management
since 2001 to track the
progress of telework
implementation. In their
report on telework statistics
for federal agencies in 2008,
78 agencies reported a total of
102,900 employees teleworking, with

of emergency.

64% of these employees teleworking on a regular basis. The U.S. General Services

Administration's goal in the Mid-Atlantic Region is to have 50% of our regional employees teleworking on a regular basis (at least once a week). The region is very close to reaching that goal, with 46% of our employees currently participating in this program.

Please visit www.telework.gov for more information on the federal teleworking effort and to view the 2009 Telework Report.

AskaRAM

Our Regional Account Managers (RAMs) have recently received several inquiries as to whether current market conditions are impacting the U.S. General Services Administration's (GSA) leasing and construction. We thought we would take this opportunity to share the following information with our readers...

QUESTION:

What impact have current market conditions had on GSA leasing and construction?

ANSWER:

The GSA Public Buildings Service (PBS) provides workspace for 120 federal agencies with over one million employees across the country. The recent economic downturn has had a significant impact on the commercial real estate market and rental rates. The downturn, coupled with President Obama's directive to reign in federal spending, has GSA putting additional efforts into reducing leasing rates to help save taxpayer money.

PBS compares the cost of leased space with comparable private commercial asking-rates and uses this information as a benchmark to determine if existing lease rates should be re-negotiated. Since fiscal year 2007, GSA nationwide has exceeded its benchmark goal each year, achieving rental rates as low as 9.92% below market value. These rental rates have resulted in an annual cost avoidance of \$14.4 million. The PBS Mid-Atlantic Region has averaged 11.01% below market value since FY 2007. For first quarter FY2010, the PBS Mid-Atlantic Region averaged rental rates 13.74% below market.

One way PBS Mid-Atlantic Region is helping our federal clients to capitalize on current market conditions is to make sure our leasing professionals are trained to be experts in their field. Our Real Estate Acquisition Division Training Program, revamped in 2007, has improved organizational performance resulting in significant improvements including reduced leasing costs, a decrease in lease extensions by more than 30%, and an increase in overall client satisfaction.

Our realty training program was recently honored as a runner-up for the 2010 W. Edwards Deming Training Award, presented annually to a federal government organization, a civilian or uniformed branch of the military, in recognition of an impressive workforce development and training initiative that has measurably improved the organization's performance.

Current market conditions have also affected GSA construction costs. With several American Recovery and Reinvestment Act authorized GSA projects coming in under budget, GSA nationwide has been able to shift funds to accomplish more work in other buildings within our inventory. Savings in construction costs have been reallocated toward other projects, helping GSA provide more energy-efficient workplaces for our client agencies.

GSA continues to work with our federal clients to find workspace that will help them complete their important missions, while also saving taxpayer money. For assistance, please feel free to contact your PBS Regional Account Manager.

PBS Regional Account Managers

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GSA's Virtual Design Technologies Optimize Client Requirements

3D, 4D, and Building Information Modeling (BIM) applications are innovative technologies that offer virtual design and construction during the planning phase of projects. They represent three separate, but synergistic, ways in which computer technologies can aid the U.S. General Services Administration (GSA) in developing projects that best meet client needs, so you can more efficiently perform your mission and service your own customers.

In 2003 GSA, through the Public Buildings Service (PBS) Office of the Chief Architect, established the National 3D-4D-BIM Program. The power of visualization, coordination, simulation, and optimization from 3D, 4D, and BIM computer technologies allow GSA to more effectively meet client, design, construction,

and program requirements. GSA has utilized the 3D-4D-BIM program tools in over 30 projects in its capital program, and is assessing and supporting 3D, 4D, and BIM applications in over 35 additional ongoing projects across the nation.

The GSA Mid-Atlantic Region is currently employing BIM technologies on a number of projects. As an example, the U.S. Custom House envelope renovation project in Philadelphia includes the restoration of all building windows, as well as work on the roof, walls, and doors. Tenants and their workstations will need to

be moved away from the exterior walls in order for the project work to be completed. The phasing of the project will affect building tenants as well as residents and visitors of Philadelphia who may be impacted by scaffolding location and mobilization. This project requires a phasing plan, ensuring that workstations are moved at the appropriate time—neither too early before the work is scheduled, nor last minute. Through use of BIM technologies, GSA is able to test phasing plans, allowing clients to see how their space and employees will be impacted by

other project stakeholders. Adjustments can be made to these plans within the virtual model, and can be retested until the plan is just right.

A vital aspect of early project planning with clients is developing the Program of Requirements (POR). The POR defines the scope of the project and if these requirements are not correct, the project will likely not meet client needs. By utilizing BIM during the planning stage of a project, the project team can visualize how finished workspace will actually look. Before one nail is hammered, or the contract is even awarded, the POR can be refined until it meets all necessary requirements, laying the foundation for project success.



The BIM model of the U.S. Custom House in Philadelphia will provide GSA, tenants, and other stakeholders with an advanced view and understanding of how the project will impact workspaces.

GSA and the National Aeronautics and Space Administration (NASA) have developed a Master Plan for modernizing the facilities and infrastructure at NASA's Langley Research Center (LaRC) in Hampton, VA, while simultaneously reducing the Center's operations and maintenance costs. NASA is using advanced technology called "space optimization" to help them achieve their ambitious plans to relocate up to 3,000 personnel on the LaRC Campus. NASA plans to leverage the information contained within BIM models so that the building spatial data, geo-spatial data, and building equipment data contained within BIM models

can feed relevant information into NASA's space optimization system, operations and maintenance system, and their facilities management system. The BIM model data information exchange provides a more streamlined, automated, and coordinated process. In addition, by integrating the BIM models with the various facility operations and management systems, they push and pull data to and from one another keeping the BIM record up to date for future building and campus projects. BIM can also be used to evaluate facilities' life cycle facility management and operations costs.

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planned moves. Using BIM, GSA can produce graphical

illustrations and movies to communicate phasing to tenants and

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Critical to successful integration of computer models into project coordination, simulation, and optimization is the inclusion of information—the "I" in BIM—to generate feedback. As a shared knowledge resource, BIM can serve as a reliable basis for decision making among the entire project team—GSA, our clients, and contractors.

The GSA 3D-4D-BIM Program has been recognized widely by the design and construction industry for its leadership and its primary mission of promoting virtual design and construction through value-adding digital visualization, simulation, and optimization technologies to increase quality and efficiency in developing and managing GSA's capital assets.

To help replicate GSA successes, GSA has developed a BIM Guide Series on best practices, a public website, an internal GSA web-based portal, a community of regional BIM Champions, and national contractual language and deliverables.

The BIM Guide Series is intended for GSA employees and consultants engaging in BIM practices for the design of new construction and major modernization projects for GSA. GSA BIM Guide Series 01 is an overview of the National 3D-4D-BIM Program to be used as a reference guide when determining what BIM applications would be appropriate for a specific project. This Guide will also be of general interest to our clients and contracted parties such as architects and engineers, construction managers, construction and design-build contractors, and consultants hoping to understand more about BIM technologies and potential applications.

The power of visualization,
coordination,
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The primary goal of the National 3D-4D-BIM Program is to promote value-added digital visualization, simulation, and optimization technologies to increase quality and efficiency throughout GSA project lifecycles and beyond. The long-term objective is to use innovative 3D, 4D, and BIM technologies to complement, leverage, and improve existing technologies to achieve major quality and productivity improvements. Please visit www.gsa.gov/bim to learn more about GSA's 3D-4D-BIM Program.



Building Information Modeling (BIM) rendering of NASA Langley Administrative Office Building 1 in Hampton, VA

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Issue Highlights

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